

ABSTRACT

In today's digital era, social media has an important role as a communication tool where each user can share information, knowledge and connect with each other. Based on the results of Wearesocial Hootsuite research released in January 2019, social media users in Indonesia reached 150 million. In all types of social media, Instagram users are used by 61,610,000 users. In many of the features provided, the Ads feature on Instagram is used by the community as a tool for promotion in business to increase brand awareness. In this case, PT Rapid Teknologi Indonesia found out how much influence social media marketing has on brand awareness in the company. Social media Marketing (SMM) has five elements, namely online community, interaction, sharing of content, accessibility, and credibility. This research uses descriptive quantitative research methods with the type of research cause and effect. The sampling technique used is nonprobability sampling with purposive sampling. Data collection techniques used in this study were by distributing questionnaires to 100 respondents who were tested using simple linear regression analysis techniques. From the results of the questionnaire analysis the results of the influence of social media marketing on brand awareness were 28.2%. That is largely influenced by sharing of content on social media marketing. So now the brand awareness that exists at PT Rapid Teknologi Indonesia is at the level of brand recognitions.

Keywords : social media marketing, brand awareness, digital marketing